

ORDER



KSJV

Orders	Order / Rev:	<u>104857</u>
	Alt Order #:	<u>06837373</u>
	Product Desc:	<u>BERKLEY FOR SENATE</u>
	Estimate:	<u>60S</u>
	Flight Dates:	<u>07/30/12 - 08/06/12</u>
	Original Date / Rev:	<u>07/27/12 / 08/03/12</u>
	Order Type:	<u>GENERAL</u>

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	17	\$23,400.00	\$19,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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Month	# Spots	Gross Amount	Net Amount	Rating
August 2013	17	\$23,400.00	\$16,800.00	3.9

Account Executives

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Doe	Office A	Region 1	2023-01-01 to 2023-06-30	15%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	27%	\$23,400.00
Market	100%	\$86,666.67

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$26,000.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$13,000.00
KTUD	0%	\$0.00
KVVU	25%	\$21,666.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,600.00

Order / Rev: 104857 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06837373 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 07/30/12 - 08/06/12 Estimate: 60S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	1:00	5	\$800.001	0.00	NM		5	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MTWTF-- 5 \$800.00 0.00															
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	M-----	1:00	1	\$800.001	0.00	NM		1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12 M----- 1 \$800.00 0.00															
E 3	KSNV	07/30/12	08/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M---F--	1:00	2	\$1,400.001	0.00	NM		2	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 M---F-- 2 \$1,400.00 0.00															
E 4	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	1:00	1	\$1,400.001	0.00	NM		1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12 M----- 1 \$1,400.00 0.00															
E 5	KSNV	08/06/12	08/06/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	M-----	1:00	1	\$1,400.001	0.00	NM		1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12 M----- 1 \$1,400.00 0.00															
E 6	KSNV	07/30/12	08/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MTW----	1:00	2	\$1,400.001	0.00	NM		2	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MTW---- 2 \$1,400.00 0.00															
E 7	KSNV	07/30/12	08/03/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTW----	1:00	3	\$2,200.001	0.00	NM		3	\$6,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MTW---- 3 \$2,200.00 0.00															
E 8	KSNV	08/06/12	08/06/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	1:00	1	\$2,200.001	0.00	NM		1	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12 M----- 1 \$2,200.00 0.00															
N 10	KSNV	08/06/12	08/06/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	M-----	1:00	1	\$1,400.001	0.00	NM		1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12 08/12/12 M----- 1 \$1,400.00 0.00															
													Totals		
													17	\$23,400.00	